

Corporate Citizenship: Crossfit for Hope

Media Type: iCEV Segment
Duration: 3 minutes

Goal: To give students an insight into community relations through corporate citizenship.

Description:

Steven Willis, Lead Coach at Capstone Crossfit and Jason Brandiger, Gym Manager/Co-owner of Capstone Crossfit explain how everyday citizens use crossfit to help sponsor St. Jude's Children Research Hospital.

Objectives:

1. To define crossfit.
2. To understand corporate citizenship.



College & Career Readiness Anchor Standards for Speaking and Listening

Speaking & Listening Standards		
Presentation of Knowledge & Ideas	Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.	
	Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.	
	9-10.4	Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.
	11-12.4	Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
	9-12.5	Make strategic use of digital media in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.

Human Services Career Cluster (HU)

Cluster	Standard
	Evaluate principles of planning, development, implementation and evaluation to accomplish long-range goals in the human services.
	Evaluate the role of the family, community and human services in society and the economy.
	Demonstrate ethical and legal conduct in human services settings.
	Evaluate career opportunities in each of the Human Services Career Pathways.
Consumer Services Career Pathway (HU-CSM)	Make consumer services recommendations meeting the needs of clients or customers.
	Use a variety of methods to educate audiences about consumer services.
	Demonstrate knowledge of ethical and legal responsibilities associated with providing consumer services.
Family & Community Services Career Pathway (HU-FAM)	Use formal and informal assessment practices to create and evaluate a prevention and/or treatment plan.
	Identify community resources to provide family and community services.
	Communicate effectively to gain support from the client's family and other support groups.
	Comply with laws and procedures that govern abuse, neglect, confidentiality and other health and safety situations.

Corporate Citizenship: Crossfit for Hope



Lesson Plan



11 min.

Begin the class by completing the *Corporate Social Responsibility Activity*. Distributing the *Corporate Citizenship: Crossfit for Hope Worksheet* and *Vocabulary Handout* for students to use as reference materials. Show the *Corporate Citizenship: Crossfit for Hope* segment and have students complete the *Assessment*. Instruct students to begin the *Corporate Citizenship Presentation Project*.



Lab Activity

Corporate Social Responsibility

Directions:

Divide students into groups of four. Ask students to think about what role corporations play in their community and why it is important for corporations to play an active role in the community. Instruct students to discuss their thoughts with another person in their group. After a few minutes of discussion, have the group of four come together and write down their answers. As a class, compare and contrast answers.



Project

Corporate Citizenship Presentation

Directions:

In small groups, have students research corporate citizenship and the role businesses play in the community. Each group will create a presentation about a chosen corporation. Topics within the presentation should include what the company's corporate citizenship philosophy is, how the company is involved in the community and how the company's involvement effects both the company and the community. Presentations can be created using Microsoft® PowerPoint. Students should cite all sources.



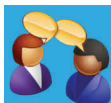
Lesson Links

U.S. Department of State—Corporate Social Responsibility

- <http://www.state.gov/e/eb/eppd/csr/>

Boston College Center for Corporate Citizenship

- <http://www.bcccc.net/corporatecitizenship.html>



Career & Technical Student Organizations

FBLA

- Introduction to Business
- Marketing



Career Connections

- iCEV51021, Jason Brandiger, Gym Manager/Co-owner, Capstone Crossfit
- iCEV50654, Tori Kaplan, Assistant Vice President, Corporate Social Responsibility, CSX Transportation